

Make the Move to Cloud Calling Without Missing a Beat

See how Indian businesses are migrating to Webex Calling with Proactive's step-by-step execution support.

Legacy Phone Systems Still Dominate. That's a Problem.

In too many offices, the phone system still runs on legacy PBX. It feels familiar. It works. Until it doesn't.

Static desk phones.

Costly maintenance contracts.

No real-time analytics.

And a system that was never designed to support hybrid.

For CTOs, the challenge is not about buying new tools. It's about shifting from something that's still running to something that actually scales. Without breaking anything.

Cloud calling is not a rip-and-replace event. It's a process. And Cisco Webex Calling is built for this transition.

Why Cloud Calling Needs a Migration Plan

PBX systems are deeply embedded. They tie into reception lines, IVRs, intercoms, and contact center workflows. Pulling them out in one go introduces risk, downtime, call drops, or worse, loss of trust.

A structured migration avoids that. It allows for phased adoption, parallel running, and minimal disruption.

Step 1: Audit Your Existing Voice Infrastructure

Start with a full inventory. Map every extension, device, call flow, and dependency.

Document:

- Hardware models and firmware
- Number of active and dormant lines
- Call routing logic
- Emergency dial-out protocols
- PSTN contracts and porting obligations

This is where most migrations fail, by underestimating how many systems rely on voice.

Step 2: Define the End State

What does success look like? Is it full cloud calling across all sites? Or hybrid, with select offices moving first?

Make key decisions early:

- Will you retain existing numbers via porting?
- Do you want softphones, IP handsets, or both?
- Who needs PSTN breakouts?
- What will your dial plan look like after migration?

Cisco Webex Calling supports both fully cloud-based and hybrid models, including integration with your on-prem PBX during transition.

Step 3: Build the Migration Architecture

Work with your deployment partner to map out:

- SIP trunking needs
- Interoperability with your existing PBX
- Dial plan standardization
- Call flow continuity
- Failover logic

Cisco's Local Gateway enables phased migration by allowing calls to flow between Webex Calling and your current PBX system.

Step 4: Run a Pilot

Choose a low-risk site, maybe a small office in Coimbatore or a branch in Pune. Set up Webex Calling for 10 to 20 users.

Use this phase to:

- Test number porting workflows
- Fine-tune call routing
- Monitor call quality and latency
- Identify training gaps

Pilots surface operational snags without affecting core operations.

Step 5: Train and Transition

Migration fails without user adoption. Make training part of your plan, not an afterthought.

Train users on:

- Webex soft clients and devices
- Placing and transferring calls
- Voicemail and call history access
- Mobile app usage and secure login

Ensure support teams are ready with scripts, quick guides, and response SLAs.

Step 6: Cut Over, Monitor, Stabilise

Roll out Webex Calling site by site, function by function. Don't rush it.

Post-deployment, monitor:

- Call quality reports via Control Hub
- Unused extensions
- User support tickets
- PSTN utilisation

Webex Control Hub provides real-time visibility into adoption and quality.

A Story from Noida

A services firm in Noida had over 600 users on a legacy PBX. Mobile workers couldn't access calls on the move. Adding new users took days. During audits, they couldn't even pull call records.

Proactive ran a four-phase migration. Existing numbers were ported. Local Gateway enabled fallback. IP handsets were rolled out for execs, soft clients for everyone else.

There was no downtime. Just a shift in how people worked.

What Cisco Offers That Others Don't

- Integration with on-prem systems via Local Gateway
- Flexible deployment options, including hybrid
- Secure mobile access
- Centralized policy and analytics with Control Hub
- Global PSTN support via certified partners

What Proactive Does That Others Skip

We manage migrations, not just deployments. Our teams handle infrastructure audits, phased cutovers, user training, and post-rollout tuning. We've done this for retail chains in Delhi, engineering firms in Chennai, and pharma companies in Mumbai. We plan so the cutover doesn't need rescue.

Cloud Calling Is Not a Switch. It's a Sequence.

The future of voice is in the cloud. But the path there is not a single leap. It's a series of steps. Cisco provides the platform. Proactive ensures the transition happens with zero drama.

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